
POSITION DESCRIPTION
PR & Marketing Assistant

Organization Profile:

Founded in 1983, The Wooden Floor in Santa Ana, California, is one of the foremost creative youth development nonprofit organizations in the country. We transform the lives of young people in low-income communities through the power of dance and access to higher education. In Orange County and through our national licensed partner, we use a long-term approach grounded in exploratory dance education to foster the confidence and gifts within each child to innovate, communicate, and collaborate – skills necessary for success in school and in life. Since 2005, 100 percent of students who graduate from The Wooden Floor graduate high school on-time and immediately enroll in higher education, and many of them go on to pursue degrees in business, engineering, medicine, and the arts. The Wooden Floor students become change agents and beacons of hope within their own families, their neighborhoods, our community, and our world.

Position Summary:

The PR & Marketing Assistant helps develop and foster positive public perception of The Wooden Floor. The PR & Marketing Assistant will work closely with the Director of Communications and Marketing as well as the Communications and Visual Design Associate in the development and execution of PR plans and strategies. The PR & Marketing Assistant is heavily involved in the maintenance of the organization's website and external social media websites, digital marketing, management of media lists, assist with event setup, writing press releases, pitching and following up with media, writing promotional articles, letters, and other documents. The PR & Marketing Assistant supports the mission by keeping The Wooden Floor in the public eye, resulting in positive community visibility and advocacy for the organization.

Reports To: Director of Communication & Marketing

Classification: Non-Exempt

Status: Seasonal part-time (20 hours/week February 1 – June 1)

Essential Job Functions:**General Job Duties:**

- Assist in the research, planning, implementation, and evaluation of strategic and creative public relations initiatives
- Assist in devising tactics to drive media coverage on events and major milestones, as well as identifying opportunities to do so
- Assist in writing press releases, pitches, and distributing press materials electronically
- Pre-pitch work of assembling press photos for download, identifying key messages, writing cheat tweets, and other materials needed for pitching
- Assist in capturing results reports
- Assist in pitching national and local editors with an emphasis on relationship building
- Assist in responding to media requests
- Assist with overseeing social media accounts and help create proactive social media tactics
- Assist in the coordination of events, including but not limited to set-up and install of marketing materials
- Provide clerical assistance to the Director of Marketing and Communications, including coordination of and set-up of meetings, photo shoots and video shoots, as well as filing and database/archive management
- Creating and maintaining media contact lists on media monitoring database
- Be flexible and willing to perform other duties as appropriate to meet goals and objectives.

Required Education, Skills, Licensures, Certifications, Other:

- College degree in public relations, or in process of receiving a college degree in public relations
- 1 year of public relations experience (includes internships)
- Excellent writing, grammar, verbal, and interpersonal communication skills
- PC proficient, with knowledge of Microsoft Outlook, Word, Excel
- Working knowledge of social media platforms and social media support software/apps including Instagram, Facebook, Twitter, Hootsuite, and video-making for social media
- Exceptional attention to detail and follow up
- Excellent organizational and planning skills, able to work autonomously, and handle prioritizing multiple assignments
- Creative and efficient personality with a continual desire for learning
- Strong drive to support and grow The Wooden Floor's mission
- Ability to pass criminal background check
- Possess a valid California Driver's License and maintain a clean driving record

Position Interactions: Internally the PR & Marketing Assistant reports directly to the Director of Communications and Marketing and frequently interfaces with the Communications and Visual Design Associate as well as the executive team and Development staff in the creation and execution of supportive marketing and public relations efforts.

Compensation: \$16 hour per hour upon demonstrated experience and qualifications.

To Apply: Send a copy of your cover letter, resume, and relevant work samples to: HR@TheWoodenFloor.org, Subject: PR & Marketing Assistant

American With Disabilities Act Assessment: Below are general guidelines on the position's physical, mental, and environmental working conditions.

Bend: Occasionally
Squat: Occasionally
Crawl: Rarely
Climb: Rarely
Kneel: Rarely
Handle Objects: Frequently
Push/Pull: Frequently
Reach Above Shoulder Level: Occasionally
Sit: Frequently
Stand: Frequently
Walk: Frequently
Use Fine Finger Movements: Frequently
Carry/Lift Loads up to 25 Pounds: Occasionally
Carry/Lift loads between 25-50 lbs: Occasionally
Carry/Lift Loads over 50 Pounds: Occasionally
Read/Comprehend: Frequently
Write: Frequently
Perform Calculations: Occasionally
Communicate Orally: Frequently
Reason and Analyze: Frequently
Chemical/Biological Agent: Rarely
Construction Activities: Occasionally

Contact with Water/Liquids: Occasionally
Drive Motorized Equipment: Not applicable
Confined Spaces: Rarely
Elevated Work Location: Frequently
Radioactive Materials: Not applicable
Temperature Variations: Occasionally
Gas System: Not applicable